



# AVOID DUI Task Force Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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## Game Plan for Super Bowl Sunday: Are You Drinking or Driving? *Fans Don't Let Fans Drive Drunk*

Riverside, CA— The Super Bowl is America's most watched national sporting event. On Super Bowl Sunday, February 1, there will be lots of game day socializing that may include drinking. That's why the California Office of Traffic Safety, Police, Sheriffs, and the CHP are urging football fans to choose sides now: drinking OR driving. If you plan on drinking on Super Bowl Sunday, designate a sober driver to get you home safely.

The *Fans Don't Let Fans Drive Drunk* campaign encourages people to make plans ahead of time that will prevent them from getting behind the wheel of a vehicle after drinking. Everyone should be mindful that if you're taking medication, whether prescription or over-the-counter, drinking even small amounts of alcohol can greatly intensify the impairment effects. Driving impaired could result in injury or death for you or others on the road.

The Riverside Police Department will be deploying special DUI saturation patrols in your community during and following Sunday's Super Bowl matchup. The DUI operations will be at an undisclosed location within the city where collision data reveals high incidents of DUI crashes and arrests.

According to data from National Highway Traffic Safety Administration, in 2013 there were 867 people killed in alcohol-impaired-driving crashes in California –29 percent of all crash fatalities in the state. A driver is considered alcohol-impaired with a blood alcohol concentration (BAC) of .08 or higher, the legal limit. This February 1, don't become another tragic Super Bowl stat.

"Drunk driving is completely preventable," said Sergeant Tipre with the Riverside Police Department. "All it takes is a little planning. We want fans to remember that it's a choice. Drink or drive—but never do both."

For those who plan to drink, leave your keys at home; designate a sober driver, whether it's a friend, relative, taxi, or public transportation. For those who plan to drive, refrain from any alcohol. Instead, enjoy the game with food and non-alcoholic drinks. Being a sober, designated driver is a key role on Super Bowl Sunday. You might just save a life.

Funding for this operation is provided by a grant from the California Office of Traffic Safety (OTS), through the National Highway Traffic Safety Administration. OTS is offering a free mobile app – DDVIP – aimed at thanking the sober designated driver with incentives and free offers at area bars and restaurants. Available for iPhone and Android. Never let friends drive if they have had too much to drink. Stay connected with OTS via: <http://www.facebook.com/CaliforniaOTS>, [http://twitter.com/#!/OTS\\_CA](http://twitter.com/#!/OTS_CA), [www.ots.ca.gov](http://www.ots.ca.gov).

This Super Bowl Sunday, be a team player: *Fans Don't Let Fans Drive Drunk*. For more information, visit [www.TrafficSafetyMarketing.com](http://www.TrafficSafetyMarketing.com).



REPORT  
DRUNK DRIVERS

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